RECOMMENDED ACTION AND JUSTIFICATION: Approve a contract for services with the Yosemite/Mariposa County Tourism Bureau in the amount of $500,000 to provide marketing services for the County; and authorize the Chairman of the Board of Supervisors to sign.

Your Board appropriated funds in the amount of $500,000 for the Yosemite/Mariposa County Tourism Bureau during the Fiscal Year 2011-12 final budget hearings. The terms of this agreement are the same as the previous contract making the Yosemite/Mariposa County Tourism Bureau responsible for promoting and marketing Mariposa County as a tourist destination. The contract also includes a requirement that the Bureau make periodic progress and financial reports to the Board of Supervisors. Approval of this agreement is required in order to provide the funding to the Bureau.

BACKGROUND AND HISTORY OF BOARD ACTIONS: Since the inception of the Tourism Bureau your Board has provided funding to assist the Bureau and its marketing activities.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION: Do not approve the contract with the Yosemite/Mariposa County Tourism Bureau. If the agreement is not approved, County funding will not be provided to the Bureau. Alternatively, tourism promotion activities could be assumed by the County.

Financial Impact? (x) Yes  ( ) No  Current FY Cost: $500,000
Budgeted In Current FY? (x) Yes  ( ) No  ( ) Partially Funded
Amount in Budget: $500,000
Additional Funding Needed: $0
Source:
Internal Transfer
Unanticipated Revenue  4/5's vote
Transfer Between Funds  4/5's vote
Contingency  4/5's vote
( ) General  ( ) Other

List Attachments, number pages consecutively
Contract for Services

CLERK’S USE ONLY:
Res. No.: 1050  Ord. No. ______
Vote - Ayes: 5  Noes: ______
Absent: ______  Abstained: ______
Approved
Minute Order Attached  ( ) No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.
Date: __________
Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: ___________________________
Deputy

Revised August 2011
TO:        RICHARD J. BENSON, CAO  
FROM:  MARGIE WILLIAMS, Clerk of the Board  
SUBJECT: Consider Items Removed from the Consent Agenda  
RES. 11-602  

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA  
ADOPTED THIS Order on December 13, 2011  

ACTION AND VOTE:  

Bill Davis/Auditor referred to item 105 and asked that the contract contain a  
requirement for the Tourism Bureau to report how the funds are spent so that he can  
respond to inquiries from the public.  

Item 105 – Supervisor Bibby initiated discussion relative to the request for an  
expenditure report. (M)Bibby, (S)Stetson, direction was given to add a condition to  
the contract that an expenditure report of the contractor’s activities will be filed with  
the Mariposa County Auditor. Further discussion was held as to what the report  
would contain. Bill Davis stated he would like to see a list of expenditures for the  
$500,000. Supervisor Bibby amended the motion, agreeable with the second, to  
include that the report is for the County funded portion of the Tourism Bureau -  
$500,000. Steve Dahlem/County Counsel provided input on the term of the contract  
and suggested that direction be given to the County Administrative Officer and  
County Counsel to negotiate a clause that is acceptable to the Tourism Bureau. The  
motion was further amended by the maker, agreeable with the second, to include  
direction for the County Administrative Officer and County Counsel to negotiate the  
clause as suggested. Rick Benson asked for clarification of the action, and he noted  
the history and privatization of the Tourism Bureau; and he expressed concern that  
restrictions should not be placed on where the Bureau could spend the funds it  
receives from the County. Further discussion was held. Bill Davis clarified that he is  
only looking for a list of expenditures that come from the County funds. Discussion  
was held relative to how many times a year the report should be provided. The  
motion was amended by the maker, agreeable with the second, to include direction  
that the report be annually for this year. Supervisor Bibby restated the motion as  
follows, agreeable with the second: Res. 11-602 was adopted approving the  
recommended action, with the inclusion of item 5 to Exhibit “A” under “2.  
Reporting” – that an expenditure report of the contractor’s activities on the $500,000
County portion be filed with the County Auditor on an annual basis, with the specific
language for this term to be worked out with the County Administrative Officer,
County Counsel, and the Auditor/Ayes: Unanimous

CA-105

Administration
Approve an Agreement with Yosemite/Mariposa County Tourism Bureau in the
Amount of $500,000 to Provide Marketing Services for the County, and Authorize the
Board of Supervisors Chair to Sign the Agreement; Res. 11-602, with the inclusion of
a requirement for the contractor to provide an expenditure report

Cc: Bill Davis, Auditor
File